

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Revised 10/10/05

Wednesday, August 17, 2005

1. CALL TO ORDER

Vice Chair Tony Santare called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Bill Schmitz and Commissioner Jane Sullwold. Absent: Commissioner Bob Wood. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of July 20, 2005

The following correction was made:

Item 1- Vice Chair Santare called the meeting to order in Chair Swanson's absence.

The Commission approved the minutes unanimously with the aforementioned changes.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Approval of the Golf Complex Policy Board. (Action Item)

The General Manager stated that the policy board was originally slated as an Action Item although not enough review has been done so it will be a discussion item only. The Complex has had policy boards over the years on the first tee of the courses. The current policy board on the Mif Albright Course reads as follows:

1. All players must check-in at the Pro Shop before starting play.
2. No coolers! Outside food and beverage is not permitted. Please use the golf course restaurant facility.

3. Proper golf attire required. No tank tops or cut-off shorts.
4. Golf or tennis shoes only.
5. No fivesomes allowed.
6. No spectators under 12 years old allowed.
7. Please play “ready” golf.

The following are revisions for consideration:

1. All players and spectators must check-in at the Pro Shop before starting play.
2. WARNING! Do not enter water hazards or sloughs.
3. AED Medical Response units are located at EF #9, JC #5, Pro Shop and Driving Range buildings.
4. No coolers! Outside food and beverage is not permitted. Please use the Golf Complex restaurant facility.
5. Appropriate attire required.
6. Golf or tennis shoes only. No multi-purpose athletic cleats allowed.
7. Observe all “Pace of Play” rules. Please stay within one shot of the group directly ahead of you.
8. Please play “ready” golf.

The discussion ensued and the following additions were made:

All players and spectators must check-in at the Pro Shop 15 minutes before starting play to guarantee your tee time.
Please use cell phone etiquette.
Please obey course marshals at all times.
Disorderly conduct will result in ejection.
90° cart rule in effect at all times.
Play at own risk.

The suggestion was made to have one policy board in a central location at the Complex although the concern is not to have a large obtrusive board. The General Manager mentioned the possibility of placing clocks on the courses to help with the pace of play. Another suggestion was to have the tee marshal go over the basic rules with groups before they tee off. The suggestions will be added to the policies and the decision will be made at the next meeting.

3-B Approval of the Management Practice for the Practice Area. (Action Item)

The General Manager reported that the new short game practice area is up and running. The purpose of this management practice is to establish and clarify procedures regarding the Golf Complex Short Game practice area. It is required that the Chuck Corica golf professional staff establishes operational policies and procedures to control and maximize the safe use of the Golf Complex short game practice area. The Management Practice established for it is as follows:

All customers must register in range pro shop before using the practice area. Pro Shop staff will log in customers name, start time, and finishing time in the logbook.
Maximum of four (4) customers are allowed to use the practice area at one time. Customers may use their own golf balls, limit ten (10).
Premium Titleist Pro V1 practice balls are available. Fee to be determined.

The practice area has been well received by the customers allowing practice at night. The suggestion was made to place a time limit on the use of the area if it is deemed necessary in the future. The Golf Commission approved the Management Practice for the Golf Complex Short Game Practice Area unanimously.

- 3-C Proclamation Thanking the Founding Members of the Chuck Corica Senior Golf Club, President-Neil Coe, Handicap Chair-Bert Morgan, Treasurer-Ralph Bertelsen, Secretary-George Humphreys, Coordinator-George Newkirk.

The Head Golf Professional stated that the suggestion to start an associate golf club at the Chuck Corica Golf Complex was brought to the General Manager by Commissioner Gammell two years ago. The reason was to enable more golfers to have the Chuck Corica Golf Complex as their home course. The decision was made to name it the Chuck Corica Senior Golf Club due to the large amount of senior golfers that play the course. The club is open to all golfers yet caters to the seniors. The club currently has 144 members. Commissioner Gammell thanked the club's Board of Directors, President-Neil Coe, Handicap Chair-Bert Morgan, Treasurer-Ralph Bertelsen, Secretary-George Humphreys and Coordinator-George Newkirk for all the hard work they put into starting the club and a job well done. The Head Golf Professional handed out Certificates of Appreciation from the Mayor and the City of Alameda.

4. ORAL REPORTS

- 4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that Ken Jones has been named Director of Instruction at the Driving Range. Mr. Jones will be conducting free instruction clinics every Thursday morning for the Alameda Women's Golf Club. Additional clinics are being scheduled in the future, which will have a nominal fee. New range balls and mats are due to arrive soon.

- 4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the Complex is in the process of

reviewing proposals for new maintenance equipment. The current equipment is seven years old and in need of constant costly repairs. The goal is to have the new equipment in the next few months. The City Manager met with the General Manager and toured the Golf Complex last week and she was very supportive of the new clubhouse project. Also reported was that the General Manager is working with the City Manager and the Human Resources Department to allow the Golf Complex to hire employees under the age of eighteen years old in entry level positions. It has been hard to find employees to fill the lower paying positions in the past and this will alleviate the situation.

4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that a tree planting is scheduled for Sunday. Also reported was that the Junior Golf Club's tournament season ended today with a field of about 90 participants. The club has increased in membership over the years. Mrs. Arnerich thanked all of the volunteers and staff who helped through the season.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Secretary Gammell.

No report given.

5-B Golf Complex Financial Report, Commissioner Gaul

Commissioner Gaul reported that the new codes designated to better track complimentary rounds were put in place on July 21, 2006 so the figures are still skewed. It was determined at last months meeting that the financial report did not contain enough codes for the complimentary rounds to correctly track them. Many complimentary rounds were being entered as PGA/LPGA, when they were actually Golf 707 or other promotional rounds. Also reported was that the Golf 707 program has been very successful earning \$46,000 in the first 6 months. The Complex gives Golf 707 ten rounds of golf a week, many which are not used. Commissioner Gaul also mentioned that the Chuck Corica Golf Complex has proprietary rights to the customer information to use for additional in house marketing. To date over 4,000 customers have visited the Chuck Corica Golf Complex page at Golf 707. Also reported, the rounds for July 2005 were down 677 rounds compared to July 2006.

5-C Men's and Senior Club Liaison, Vice Chair Santare.

Vice Chair Santare reported that he would attend the Chuck Corica Senior Golf Club meeting tomorrow and the Alameda Golf Club meeting on the

last Tuesday of the month.

5-D New Clubhouse Project, Commissioner Schmitz.

Commissioner Schmitz reported that the General Manager, Chair Swanson and himself met with the City Manager to discuss the new clubhouse project. The meeting was to bring the City Manager up to date on the history and progress concerning the project. The City Manager has visited the Chuck Corica Golf Complex and agreed that the project was worthwhile. The General Manager presented the City Manager with photos of the Poplar Creek clubhouse in San Mateo and she was impressed with the facility. The General Manager presented a preliminary project schedule and the first step is to get Phase I and Phase II environmental reports to gain the hazardous material and soil information for the site. The reports will be used to determine the feasibility of using the Poplar Creek plans. Work is being done on securing a company to perform the tests and a contract is being prepared. Another meeting will be set with the Mayor and City Manager in November once the financial projections and environmental reports have been completed. The desire is to go to City Council in early 2006 with a complete project package. The project manager will need to look into any modifications needed for the entrance and parking lot. Bob Han of the Public Works Department mentioned that it would be beneficial to go out to bid for construction in the winter months when contractors aren't as busy and are looking for work. Once the financial projections are completed the Golf Commission will need to consider ways to service the debt, possibly through fee increases.

5-E Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Sullwold.

Commissioner Sullwold reported that there are no security problems to report. Also reported was the need to clean the men's bathroom on #9 of the Earl Fry Course.

5-F City Council and Government Liaison, Chair Swanson.

Chair Swanson stated that the major factor in getting approval for the new clubhouse is the financial report. Most people agree that a new facility is necessary although the concern is that not too much of the burden be placed on the golfers by way of fee increases.

5-G Front Entrance Beautification Project, Commissioner Wood.

No report given.

5-H Golf Complex Restaurant Report, Legends & Heroes.

No report given.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Vice Chair Santare mentioned that the state president of the Elks will be in town in September to celebrate the Alameda Elks 100 year anniversary.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for July 2005 of \$20,418. The year-to-date total is \$20,418 for the fiscal year 2005/2006 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 9:20 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.